

## **Abstract**

### **Title:**

Marketing research on the satisfaction of spectators sporting event High Jump in 2011

### **Objectives:**

The aim of my work is to make the marketing research on satisfaction of spectators by questionnaire survey and to suggest solution based on research results, which could lead to an improvement in the areas criticized this event.

### **Method:**

The method of personal questioning was chosen for the research. The sample of research was chosen randomly from the basic set of spectators.

### **Results:**

The values obtained are organized in tables and graphs in result section. There were found unsatisfied spectators in each of the examined areas, so the large room for improvement is on the event. Overall, spectators were satisfied with the event.

### **Key words:**

Sporting event, marketing research, satisfaction